



FORT CAMPBELL CONSUMER AFFAIRS ALERT BULLETIN

101st Airborne Division (AASLT) FT. Campbell, KY 42223

CAO 07-

GERBER FOOD SETTLEMENT

21 JUL

The Pitch :

For over a year consumers in Middle Tennessee report receiving letters from unknown sources addressed simply, "Attention Parents." The letter states that Gerber Foods has finally admitted that their baby food products contain preservatives and food coloring and...

The Hook:

They are offering a \$500.00 savings bond to children born between 1985 and 1997 as settlement...

The Scam:

To obtain the savings bond, parents are instructed to send a copy of the child's birth certificate and social security card to a post office box in Minneapolis, Minnesota. CAO & BBB advises parents that this letter is NOT from GERBER PRODUCTS COMPANY headquartered in Fremont, Michigan. BBB has verified with GERBER representatives that GERBER PRODUCTS is not involved in any settlement involving reimbursement to consumers. BBB has not been successful in identifying the source of this mailing, and has alerted postal inspectors in Tennessee and Minnesota. "One of the major sources of circulation for this letter is school officials who are mailed a copy of the letter, and distribute to students to take home to their parents," says BBB President Kathleen Calligan. In an effort to help students and their parents, circulation of the letter is actually fueling the scam" says Calligan.

Personal identity information is often used by scam artists and criminals in consumer fraud, and the growing personal identity fraud scam. Personal identity fraud is the fraudulent use of someone else's social security number and birth records, to gain access to credit cards, loans and other credit in that person's name. Requesting personal information from children born between 1985 and 1997 would allow scam artists years of fraudulent activity before the child enters the work force or files an income tax return. CAO & BBB Advises consumers to NEVER send personal information such as birth records or social security number to unknown sources.

POC for this Alert Bulletin is MSG Brandenburg or the undersigned @ 798-5528

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